

Return address requirements

Guidance on requirements for the inclusion of the return address within a meter impression



Element	Requirement
Return phrase	The Return Address Block must contain the words Return Address printed on the top line of the Return Address block. Do not include a colon after the phrase.
Return Address Block	The whole Return Address Block must be printed in the same style (eg. font and size) and fit a maximum of 5 lines including the Return Phrase.
Return Address count	There must only be one Return Address per mail item.
Return Address content	The Return Address must be a valid UK PAF Address. The Return Address must contain as a minimum: Business name, address number and road, town and postcode. Your county is not required. The address may use abbreviated forms as spacing requires (e.g. "Royal Mail" instead of "Royal Mail Customer Service Point"). Slogans should not be included .
Return Address formatting	The whole Return Address Block, including the Return Phrase, must meet the formatting requirements below. No other text, patterning or graphics may be printed above or within this clear zone.
Return Address orientation	The Return Address must be printed in the same orientation as the delivery address.
Return Address Clear Zone	A Clear Zone of 5mm is required around the Return Address Block.

Close up of a correct return address:

Return Address
Royal Mail
Rowland Hill Close
Swindon
SN3 5TQ

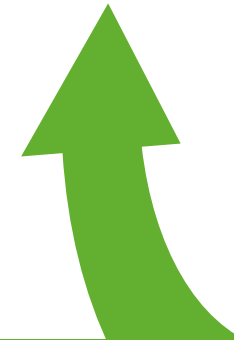


Illustration not to scale

Formatting Requirements

- Left justified
- 10pt or 12pt 'Lucida Console' or 'Letter Gothic' fonts (12pt preferred)
- Normal fonts (not bold or italic)
- Normal line and character spacing (do not use reduced line or character spacing to try and make the Return Address Block fit).
- Title Case - first letter of each word is upper case (except the postcode which is all upper case)

